

# **«FUTURE UNIVERSITIES IN SMART CITIES: TRIGGERS, DRIVERS AND SOCIAL RESPONSIBILITY» ПРИ ПОДДЕРЖКЕ ФОНДА ИМ. Ф. ЭБЕРТА**

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## **UNIVERSITY AS AN INSTITUTE OF FORMING THE VALUE- AND COMPETENCE-BASED CODES OF NEW INDUSTRIALIZATION**

### *Abstract:*

The objective of the article is to consider a transition to neo-industrialization through a prism of codes (genetic) of the territory, allowing it to participate in neo-industrialization processes, and of the institutes stimulating its process, in specific conditions of managing practice. And to define a role of universities in formation of value- and competence-based codes of neo-industrialization.

The plan and methodology included: analysis of relation of values and modernization; revealing of the values being characteristic for post-

industrialization; revealing of neo-industrialization codes of territory and the actors forming these codes; at last, for empirical determination of neo-industrialization codes which universities create, – the poll of students of Ural state universities.

So, to reveal the main codes of neo-industrialization its features were analyzed being marked out by various researchers. The analysis showed that in the basis of neo-industrial development are the technical innovations raising the labor productivity; the professional specialization caused by the level of education of population; and also new forms of interaction, both among the organizations and among people in a production process, creating the new and updating the existing information flows and sources of their generation. Basic codes of neo-industrialization of a territory are: innovative codes of territory (innovative solutions); production codes (production capacities); branch codes (branch specifics); information codes (information and the information technologies); social-value codes (values of the population in terms of industrial transformations); social-competence codes (knowledge, ability and skills of population as of effective productive force); institutional codes of territory (legislative provision of transition to new type of industrialization). Respectively, the basic actors forming the codes of neo-industrialization are the enterprises of real sector (carrier of production and industrial codes), society (carrier of social codes), authorities (carrier of institutional codes). Universities act as a transformer of information, innovative and value- and competence-based codes.

For defining the neo-industrialization codes, what universities form, the poll of students of Ural state universities was carried out. It showed, that, to the majority of respondents, education is not only the process of knowledge transmission promoting to find job, but also the process of studying to live in the conditions being continually changed, of forming the platform for further self-development.

The most of respondents are inclined to associate universities with the institute of forming the competence-based codes of neo-industrialization, but also with research and international cooperation functions. As the poll showed, in Ural universities among scientific-educational measures at least represented are the meetings with business representatives – it's a lack of interaction with enterprises, what could increase relevance and importance of the knowledge being transmitted.

In the part of mutual influence of values and modernization processes, the poll showed that by new generation prevail secular-rational values what replaced the traditional values, forging the population in its behavior and needs as well as causing the resistance to innovative transformations. By new generation prevail the values of self-expression.

That's why it can be said that young generation positively percepts industrial transformations, being an active cell of postindustrial society. The fact that the values of self-expression prevail, testifies an active position of students and readiness to participate in changing their life. The answers of respondents received testify that one more institute of forming the social-

value codes of neo-industrialization is a family, what confirms a theory of cultural transmission.

In the part of the nearest planes of students after university graduation, the poll showed that new generation possesses the positive potential of innovative transformations and neo-industrialization on the whole. The most popular answers were “to get a job on an existing enterprise”, “to study further (magistracy / postgraduate study)”, “to create family”, “to create own business”.

The results of research allow to conclude, that universities set and solve, by permanently improving themselves in ways, mechanisms and instruments, the double task: on the one hand, form the social competence-based codes of new industrialization furthering the forming the high-qualified work force; in the other hand, form the social value-based codes of new industrialization, such as leader qualities, patriotic qualities, responsibility, general culture, what will create a neo-industrial perception of world and allow to exist in it successfully.

*Keywords:*

Universities, value- and competence-based codes, neo-industrialization, neo-industrialization codes forming, university social responsibility.